

REP HEADLINE# 6373423
 *** UNAPPROVED REV #1 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT15/12 09.47
 CHANGES *** WFLA-TV ***

ADV # ADV. NAME ISS/AMER. CROSSROADS REP. # OFF. # SALESMAN #
 AGY # AGY. NAME CROSSROADS MEDIA LLC BUYER NAME MICHELLE SANTUOSO

66 CANAL CENTER PLAZA, SUITE 555 SALES PRSN WA- MEGHAN MCGARR (H)
 ALEXANDRIA, VA 22314

ORDER # CONTRACT # 6373423 CLASS: NATL. LOCAL REGIONAL

PRDCT AMERICAN CROSSROADS EST#1209 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT16/12 OCT22/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT15/12 09.47

REP: REVISION 10/15
 PGM CHANGE LN'S 8,10,16-17,28,30,40,42,51,53
 MAKEGOOD - SPOT CANCELED LN 20, LN 55 ADDED AS MG
 TTL SAME
 PLEASE CONFIRM
 THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 AMERICAN CROSSROADS

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS/WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-----|----|-------------|------|-----|------|------------|----------|---------|-----------|------|-----------|
|-------|-----|----|-------------|------|-----|------|------------|----------|---------|-----------|------|-----------|

AGENCY ADVERTISER CODE = 11 AGENCY EST# = 1209
 AGENCY PRODUCT CODE = 27

| | | | | | | | | | | | | |
|-------------------|--|----|-----------|----|--|------------|-------|-------|---|--|-----|---|
| 8 | | NZ | 700P-730P | 30 | | \$1,500.00 | 10/19 | 10/19 | 1 | | FRI | 1 |
| PROGRAM : 7P NEWS | | | | | | | | | | | | |
| CON COM1: 7P NEWS | | | | | | | | | | | | |
| 10 | | ZN | 730P-800P | 30 | | \$1,500.00 | 10/19 | 10/19 | 1 | | FRI | 1 |
| PROGRAM : ET | | | | | | | | | | | | |
| CON COM1: ET | | | | | | | | | | | | |

NOV 01 2012
 10/16/12 JCC

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP.
OCT15/12 09.47
CHANGES
*** WFLA-TV ***

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|----------------------------------|-----|----|-------------|------|-----|------------|------------|----------|----------|-----------|------|-----------|
| 16 | | ZN | 700P-730P | 30 | | \$2,000.00 | 10/22 | 10/22 | 1 | | MON | 1 |
| PROGRAM : 7P NEWS | | | | | | | | | | | | |
| CON COM1: 7P NEWS | | | | | | | | | | | | |
| 17 | | ZN | 730P-800P | 30 | | \$2,000.00 | 10/22 | 10/22 | 1 | | MON | 1 |
| PROGRAM : ET | | | | | | | | | | | | |
| CON COM1: ET | | | | | | | | | | | | |
| 20 | | S | 630P-700P | 30 | | \$5,000.00 | 10/20 | 10/20 | 0 | | SAT | 0 |
| PROGRAM : NBC NIGHTLY NEWS - SAT | | | | | | | | | | | | |
| CON COM1: NBC NIGHTLY NEWS - SAT | | | | | | | | | | | | |
| 28 | | ZN | 700P-730P | 30 | | \$1,500.00 | 10/18 | 10/18 | 1 | | THU | 1 |
| PROGRAM : 7P NEWS | | | | | | | | | | | | |
| CON COM1: 7P NEWS | | | | | | | | | | | | |
| 30 | | ZN | 730P-800P | 30 | | \$1,500.00 | 10/18 | 10/18 | 1 | | THU | 1 |
| PROGRAM : ET | | | | | | | | | | | | |
| CON COM1: ET | | | | | | | | | | | | |
| 40 | | ZN | 700P-730P | 30 | | \$1,500.00 | 10/16 | 10/16 | 1 | | TUE | 1 |
| PROGRAM : 7P NEWS | | | | | | | | | | | | |
| CON COM1: 7P NEWS | | | | | | | | | | | | |
| 42 | | ZN | 730P-800P | 30 | | \$1,500.00 | 10/16 | 10/16 | 1 | | TUE | 1 |
| PROGRAM : ET | | | | | | | | | | | | |
| CON COM1: ET | | | | | | | | | | | | |
| 51 | | ZN | 700P-730P | 30 | | \$1,500.00 | 10/17 | 10/17 | 1 | | WED | 1 |
| PROGRAM : NEWS | | | | | | | | | | | | |
| CON COM1: NEWS | | | | | | | | | | | | |
| 53 | | ZN | 730P-800P | 30 | | \$1,500.00 | 10/17 | 10/17 | 1 | | WED | 1 |
| PROGRAM : ET | | | | | | | | | | | | |
| CON COM1: ET | | | | | | | | | | | | |

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 ORDER WORKSHEET HARRIS REPORT FROM REP OCT15/12 09.47
 *** CHANGES *** ** WFLA-TV ***

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|------------------------|-----|----|-------------|------|-----|------------|------------|----------|----------|-----------|------|-----------|
| 55 | A | | 630P-700P | 30 | | \$5,000.00 | 10/16 | 10/19 | 1 | | TU-F | 1 |
| PROGRAM : NIGHTLY NEWS | | | | | | | | | | | | |
| CON COM1: NIGHTLY NEWS | | | | | | | | | | | | |

OCT/12 70550.00 CONTRACT TOTAL 70550.00
 TOTAL SPOTS 54

MARKET TOTALS \$231,035 WFLA 31% WFTS 19% WTSP 10% WTVT 26% WTOG 4% WTTA 0% WMOR 7%
 WMOX 0% WXPX 0% WWSB 3% CABL 0%

SHARES ACCURATE EXCEPT WFTS WHICH IS ESTIMATED

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

FAX# 703-516-9680
CREDIT RISK !!
HARRIS REPORT FROM REP
OCT15/12 08.31
*** WFLA-TV ***

| | |
|------------|-----------------------|
| BUYER NAME | MICHELLE SANTUOSO |
| SALES PRSN | WA- MEGHAN MCGARR (H) |

| | |
|------------|-----------------------|
| BUYER NAME | MICHELLE SANTUOSO |
| SALES PRSN | WA- MEGHAN MCGARR (H) |

CLASS: NATL. LOCAL REGIONAL

$$\mathbb{C}[E])$$

DATE OCT15/12 08.31

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS/WK | WEEK INVT | DAYS | TOTL SPTS |
|---|-----|----|-------------|------|-----|----------|------------|----------|---------|-----------|------|-----------|
| : LINE# | : | : | : | : | : | : | DATE | DATE | /WK | INVT | : | : SPTS |
| AGENCY ADVERTISER CODE = 11 AGENCY PRODUCT CODE = 27 AGENCY EST# = 1209 | | | | | | | | | | | | |
| 1 | | | 1135P-1237A | 30 | | \$800.00 | 10/19 | 10/19 | 1 | | FRI | 1 |
| PROGRAM : TONITE SHW-NBC< CON COM1 : TONITE SHW-NBC< | | | | | | | | | | | | |
| 2 | | | 200P-300P | 30 | | \$400.00 | 10/19 | 10/19 | 1 | | FRI | 1 |
| PROGRAM : RACHAEL RAY CON COM1 : RACHAEL RAY | | | | | | | | | | | | |
| 3 | | | 300P-400P | 30 | | \$550.00 | 10/19 | 10/19 | 1 | | FRI | 1 |
| PROGRAM : DOCTORS< CON COM1 : DOCTORS< | | | | | | | | | | | | |

REP HEADLINE# 6373423
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 OCT15/12 08.31
 *** WFLA-TV ***

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-------|----|---|------|-----|------------|------------|----------|----------|-----------|------|-----------|
| : | LINE# | : | : | : | : | : | DATE | DATE | : | : | : | : |
| 4 | | | 400P-500P PROGRAM : DR. OZ< CON COM1: DR. OZ< | 30 | | \$800.00 | 10/19 | 10/19 | 1 | | FRI | 1 |
| 5 | | | 500A-530A PROGRAM : NC8 TODAY@5AM< CON COM1: NC8 TODAY@5AM< | 30 | | \$300.00 | 10/19 | 10/19 | 1 | | FRI | 1 |
| 6 | | | 530A-600A PROGRAM : NC8 TODAY@5:30< CON COM1: NC8 TODAY@5:30< | 30 | | \$450.00 | 10/19 | 10/19 | 1 | | FRI | 1 |
| 7 | | | 600A-700A PROGRAM : NC8 TODAY@6AM< CON COM1: NC8 TODAY@6AM< | 30 | | \$1,250.00 | 10/19 | 10/19 | 1 | | FRI | 1 |
| 8 | | | 700P-730P PROGRAM : ENT TONIGHT 30< CON COM1: ENT TONIGHT 30< | 30 | | \$1,500.00 | 10/19 | 10/19 | 1 | | FRI | 1 |
| 9 | | | 700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW | 30 | | \$1,400.00 | 10/19 | 10/19 | 1 | | FRI | 1 |
| 10 | | | 730P-800P PROGRAM : EXTRA CON COM1: EXTRA | 30 | | \$1,500.00 | 10/19 | 10/19 | 1 | | FRI | 1 |
| 11 | | | 900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC | 30 | | \$1,050.00 | 10/19 | 10/19 | 1 | | FRI | 1 |
| 12 | | | 1135P-1237A PROGRAM : TONITE SHW-NBC CON COM1: TONITE SHW-NBC | 30 | | \$1,000.00 | 10/22 | 10/22 | 1 | | MON | 1 |

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OCT15/12 08.31
 *** WFLA-TV ***

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-----|----|---|------|-----|------------|------------|----------|----------|-----------|------|-----------|
| 13 | | | 200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY | 30 | | \$400.00 | 10/22 | 10/22 | 1 | | MON | 1 |
| 14 | | | 400P-500P PROGRAM : DR. OZ< CON COM1: DR. OZ< | 30 | | \$1,000.00 | 10/22 | 10/22 | 1 | | MON | 1 |
| 15 | | | 530A-600A PROGRAM : NC8 TODAY@5:30< CON COM1: NC8 TODAY@5:30< | 30 | | \$200.00 | 10/22 | 10/22 | 1 | | MON | 1 |
| 16 | | | 700P-730P PROGRAM : ENT TONIGHT 30< CON COM1: ENT TONIGHT 30< NEWS | 30 | | \$2,000.00 | 10/22 | 10/22 | 1 | | MON | 1 |
| 17 | | | 730P-800P PROGRAM : EXTRA ET CON COM1: EXTRA | 30 | | \$2,000.00 | 10/22 | 10/22 | 1 | | MON | 1 |
| 18 | | | 900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC | 30 | | \$1,050.00 | 10/22 | 10/22 | 1 | | MON | 1 |
| 19 | | | 1100P-1135P PROGRAM : NEWS CHANNEL 8 @11PM CON COM1: NEWS CHANNEL 8 @11PM | 30 | | \$2,500.00 | 10/20 | 10/20 | 1 | | SAT | 1 |
| 20 | | | 630P-700P PROGRAM : NBC NIGHTLY NEWS - SAT CON COM1: NBC NIGHTLY NEWS - SAT | 30 | | \$5,000.00 | 10/20 | 10/20 | 1 | | SAT | 1 |
| 21 | | | 1000A-1100A PROGRAM : MEET PRESS-SUN CON COM1: MEET PRESS-SUN | 30 | | \$5,000.00 | 10/21 | 10/21 | 1 | | SUN | 1 |

REP HEADLINE# 0373423
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OCT15/12 08.31
 *** WFLA-TV ***

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|-------|-----|----|---|------|-----|------------|------------|----------|----------|-----------|------|-----------|
| 22 | | | 1135P-1237A PROGRAM : TONITE SHW-NBC< CON COM1: TONITE SHW-NBC< | 30 | | \$800.00 | 10/18 | 10/18 | 1 | | THU | 1 |
| 23 | | | 200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY | 30 | | \$400.00 | 10/18 | 10/18 | 1 | | THU | 1 |
| 24 | | | 300P-400P PROGRAM : DOCTORS< CON COM1: DOCTORS< | 30 | | \$550.00 | 10/18 | 10/18 | 1 | | THU | 1 |
| 25 | | | 400P-500P PROGRAM : DR. OZ< CON COM1: DR. OZ< | 30 | | \$800.00 | 10/18 | 10/18 | 1 | | THU | 1 |
| 26 | | | 530A-600A PROGRAM : NC8 TODAY@5:30< CON COM1: NC8 TODAY@5:30< | 30 | | \$450.00 | 10/18 | 10/18 | 1 | | THU | 1 |
| 27 | | | 600A-700A PROGRAM : NC8 TODAY@6AM< CON COM1: NC8 TODAY@6AM< | 30 | | \$1,250.00 | 10/18 | 10/18 | 1 | | THU | 1 |
| 28 | | | 700P-730P PROGRAM : ENT TONIGHT 30< CON COM1: ENT TONIGHT 30< | 30 | | \$1,500.00 | 10/18 | 10/18 | 1 | | THU | 1 |
| 29 | | | 700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW | 30 | | \$1,400.00 | 10/18 | 10/18 | 1 | | THU | 1 |
| 30 | | | 730P-800P PROGRAM : EXTRA CON COM1: EXTRA | 30 | | \$1,500.00 | 10/18 | 10/18 | 1 | | THU | 1 |

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| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-----|----|--|------|-----|------------|------------|----------|----------|-----------|------|-----------|
| 31 | | | 900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC | 30 | | \$1,050.00 | 10/18 | 10/18 | 1 | | THU | 1 |
| 32 | | | 900P-1000P PROGRAM : OFFICE-NBC/WHITNEY-NBC CON COM1: OFFICE-NBC/WHITNEY-NBC | 30 | | \$7,500.00 | 10/18 | 10/18 | 1 | | THU | 1 |
| 33 | | | 1135P-1237A PROGRAM : TONITE SHW-NBC CON COM1: TONITE SHW-NBC | 30 | | \$800.00 | 10/16 | 10/16 | 1 | | TUE | 1 |
| 34 | | | 200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY | 30 | | \$400.00 | 10/16 | 10/16 | 1 | | TUE | 1 |
| 35 | | | 300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS | 30 | | \$550.00 | 10/16 | 10/16 | 1 | | TUE | 1 |
| 36 | | | 400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ | 30 | | \$800.00 | 10/16 | 10/16 | 1 | | TUE | 1 |
| 37 | | | 500A-530A PROGRAM : NC8 TODAY@5AM CON COM1: NC8 TODAY@5AM | 30 | | \$300.00 | 10/16 | 10/16 | 1 | | TUE | 1 |
| 38 | | | 530A-600A PROGRAM : NC8 TODAY@5:30 CON COM1: NC8 TODAY@5:30 | 30 | | \$450.00 | 10/16 | 10/16 | 1 | | TUE | 1 |
| 39 | | | 600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM | 30 | | \$1,250.00 | 10/16 | 10/16 | 1 | | TUE | 1 |

OCT15/12 08.31
*** WFLA-TV ***

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|---------------------------------------|-----|----|-------------|------|-----|------------|------------|----------|----------|-----------|------|-----------|
| 40 | | | 700P-730P | 30 | | \$1,500.00 | 10/16 | 10/16 | 1 | | TUE | 1 |
| PROGRAM : ENT TONIGHT 30< <i>NEWS</i> | | | | | | | | | | | | |
| CON COM1: ENT TONIGHT 30< | | | | | | | | | | | | |
| 41 | | | 700A-900A | 30 | | \$1,400.00 | 10/16 | 10/16 | 1 | | TUE | 1 |
| PROGRAM : TODAY SHW | | | | | | | | | | | | |
| CON COM1: TODAY SHW | | | | | | | | | | | | |
| 42 | | | 730P-800P | 30 | | \$1,500.00 | 10/16 | 10/16 | 1 | | TUE | 1 |
| PROGRAM : EXTRA <i>ET</i> | | | | | | | | | | | | |
| CON COM1: EXTRA< | | | | | | | | | | | | |
| 43 | | | 900A-1000A | 30 | | \$1,050.00 | 10/16 | 10/16 | 1 | | TUE | 1 |
| PROGRAM : TODAY SHW2-NBC | | | | | | | | | | | | |
| CON COM1: TODAY SHW2-NBC | | | | | | | | | | | | |
| 44 | | | 1000P-1100P | 30 | | \$3,500.00 | 10/17 | 10/17 | 1 | | WED | 1 |
| PROGRAM : CHICAGO FIRE | | | | | | | | | | | | |
| CON COM1: CHICAGO FIRE | | | | | | | | | | | | |
| 45 | | | 1135P-1237A | 30 | | \$800.00 | 10/17 | 10/17 | 1 | | WED | 1 |
| PROGRAM : TONITE SHW-NBC< | | | | | | | | | | | | |
| CON COM1: TONITE SHW-NBC< | | | | | | | | | | | | |
| 46 | | | 200P-300P | 30 | | \$400.00 | 10/17 | 10/17 | 1 | | WED | 1 |
| PROGRAM : RACHAEL RAY | | | | | | | | | | | | |
| CON COM1: RACHAEL RAY | | | | | | | | | | | | |
| 47 | | | 300P-400P | 30 | | \$550.00 | 10/17 | 10/17 | 1 | | WED | 1 |
| PROGRAM : DOCTORS< | | | | | | | | | | | | |
| CON COM1: DOCTORS< | | | | | | | | | | | | |
| 48 | | | 400P-500P | 30 | | \$800.00 | 10/17 | 10/17 | 1 | | WED | 1 |
| PROGRAM : DR. OZ< | | | | | | | | | | | | |
| CON COM1: DR. OZ< | | | | | | | | | | | | |

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 OCT15/12 08.31
 *** WFLA-TV ***

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|---------------------------------------|-----|----|-------------|------|-----|------------|------------|----------|----------|-----------|------|-------------------------|
| 49 | | | 530A-600A | 30 | | \$450.00 | 10/17 | 10/17 | 1 | | WED | 1 |
| PROGRAM : NC8 TODAY@5:30< | | | | | | | | | | | | |
| CON COM1: NC8 TODAY@5:30< | | | | | | | | | | | | |
| 50 | | | 600A-700A | 30 | | \$1,250.00 | 10/17 | 10/17 | 1 | | WED | 1 |
| PROGRAM : NC8 TODAY@6AM< | | | | | | | | | | | | |
| CON COM1: NC8 TODAY@6AM< | | | | | | | | | | | | |
| 51 | | | 700P-730P | 30 | | \$1,500.00 | 10/17 | 10/17 | 1 | | WED | 1 |
| PROGRAM : ENT TONIGHT 30< <i>NEWS</i> | | | | | | | | | | | | |
| CON COM1: ENT TONIGHT 30< | | | | | | | | | | | | |
| 52 | | | 700A-900A | 30 | | \$1,400.00 | 10/17 | 10/17 | 1 | | WED | 1 |
| PROGRAM : TODAY SHW | | | | | | | | | | | | |
| CON COM1: TODAY SHW | | | | | | | | | | | | |
| 53 | | | 730P-800P | 30 | | \$1,500.00 | 10/17 | 10/17 | 1 | | WED | 1 |
| PROGRAM : EXTRA< <i>21</i> | | | | | | | | | | | | |
| CON COM1: EXTRA< | | | | | | | | | | | | |
| 54 | | | 900A-1000A | 30 | | \$1,050.00 | 10/17 | 10/17 | 1 | | WED | 1 |
| PROGRAM : TODAY SHW2-NBC | | | | | | | | | | | | |
| CON COM1: TODAY SHW2-NBC | | | | | | | | | | | | |
| OCT/12 70550.00 | | | | | | | | | | | | CONTRACT TOTAL 70550.00 |
| | | | | | | | | | | | | TOTAL SPOTS 54 |

MARKET TOTALS \$231,035 WFLA 31% WFTS 19% WTSP 10% WTVT 26% WTOG 4% WTTA 0% WMOR 7%
 WMOX 0% WXPX 0% WWSB 3% CABL 0%

SHARES ACCURATE EXCEPT WFTS WHICH IS ESTIMATED

SVC- NSI
 DEMOS- RA35+*

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 808 Issue 1



WFLA-TV

P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

| | | |
|---|--|---|
| Client: American Crossroads/ Issue | Submission Cost: 70550 | Campaign Ref: E:063734230 |
| Buyer: .. | Client/Product/Estimate: 11 /27 /1209 | Sales Rep: HRP Washington, DC |
| Schedule Dates: 10/15/12 to 10/28/12 | Weeks: 2 | Order Ref: 06373423 |
| Est./PO Number: 06373423 | Contract type: Political | Business Type: POLITICAL |
| Associated Copies: No | | Business Category: Transactional |

| | | |
|-------------------------------------|----------------------------|---|
| Product: American Crossroads | Booking Group: WFLA | Key Market: Tampa-St. Petersburg, FL |
| Demographic: (L) Household | Order: | |

| Ref | Sales Product Details | Rev Type | Rate | Spot Type | 10/15 | 10/22 | Total | Cost |
|--|--|----------|------|-------------|--------------|-------|-------|------|
| 1 | M-F 1135p ET / 1035p CT Tonight Show ...F.. | 03 | 800 | 30 Comme | Nbr of Spots | 1 | 1 | 800 |
| 2 | M-F 2p Rachael Ray ...F.. | 02 | 400 | 30 Comme | Nbr of Spots | 1 | 1 | 400 |
| 3 | M-F 3p Doctors ...F.. | 03 | 550 | 30 Comme | Nbr of Spots | 1 | 1 | 550 |
| 4 | M-F 4p Dr Oz ...F.. | 02 | 800 | 30 Comme | Nbr of Spots | 1 | 1 | 800 |
| 5 | M-F 5a News ...F.. | 01 | 300 | 30 Comme | Nbr of Spots | 1 | 1 | 300 |
| 6 | M-F 530a News ...F.. | 02 | 450 | 30 Comme | Nbr of Spots | 1 | 1 | 450 |
| 7 | M-F 6a News ...F.. | 02 | 1250 | 30 Comme | Nbr of Spots | 1 | 1 | 1250 |
| 8 | M-F 7p News ...F.. | 02 | 1500 | 30 Comme | Nbr of Spots | 1 | 1 | 1500 |
| 9 | M-F 7a Today Show | 02 | 1400 | 30 Comme | Nbr of Spots | 1 | 1 | 1400 |
| Weekly Totals: Total Spots(Ord Spots) | | | | | 47 | 7 | 54 | |

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 808 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

| | | |
|---|--|---|
| Client: American Crossroads/ Issue | Submission Cost: 70550 | Campaign Ref: E:063734230 |
| Buyer: .. | Client/Product/Estimate: 11/27/1209 | Sales Rep: HRP Washington, DC |
| Schedule Dates: 10/15/12 to 10/28/12 | Weeks: 2 | Order Ref: 06373423 |
| Est./PO Number: 06373423 | Contract type: Political | Business Type: POLITICAL |
| Associated Copies: No | | Business Category: Transactional |

| Ref | Sales Product Details | Rev Type | Rate | Spot Type | 10/15 | 10/22 | Total | Cost |
|-----------------------|--|----------|------|-------------|-------------------------------|-------|-------|------|
| 10 | M-F 730p Entertainment Tonight ...F.. | 02 | 1500 | 30 Comme | Nbr of Spots 1 | | 1 | 1500 |
| 11 | M-F 9a Today Show II ...F.. | 01 | 1050 | 30 Comme | Nbr of Spots 1 | | 1 | 1050 |
| 12 | M-F 1135p ET / 1035p CT Tonight Show M..... | 02 | 1000 | 30 Comme | Nbr of Spots | 1 | 1 | 1000 |
| 13 | M-F 2p Rachael Ray M..... | 02 | 400 | 30 Comme | Nbr of Spots | 1 | 1 | 400 |
| 14 | M-F 4p Dr Oz M..... | 02 | 1000 | 30 Comme | Nbr of Spots | 1 | 1 | 1000 |
| 15 | M-F 530a News M..... | 04 | 200 | 30 Comme | Nbr of Spots | 1 | 1 | 200 |
| 16 | M-F 7p News M..... | 01 | 2000 | 30 Comme | Nbr of Spots | 1 | 1 | 2000 |
| 17 | M-F 730p Entertainment Tonight M..... | 01 | 2000 | 30 Comme | Nbr of Spots | 1 | 1 | 2000 |
| 18 | M-F 9a Today Show II M..... | 01 | 1050 | 30 Comme | Nbr of Spots | 1 | 1 | 1050 |
| 19 | M-Su 11p NewsS. | 01 | 2500 | 30 Comme | Nbr of Spots 1 | | 1 | 2500 |
| Weekly Totals: | | | | | Total Spots(Ord Spots) | 47 | 7 | 54 |

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 808 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

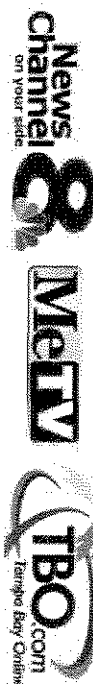
Original

| | | |
|---|--|---|
| Client: American Crossroads/ Issue | Submission Cost: 70550 | Campaign Ref: E:063734230 |
| Buyer: .. | Client/Product/Estimate: 11 / 27 / 1209 | Sales Rep: HRP Washington, DC |
| Schedule Dates: 10/15/12 to 10/28/12 | Weeks: 2 | Order Ref: 06373423 |
| Est./PO Number: 06373423 | Contract type: Political | Business Type: POLITICAL |
| Associated Copies: No | | Business Category: Transactional |

| Ref | Sales Product Details | Rev Type | Rate | Spot Type | 10/15 | 10/22 | Total | Cost |
|--|---|----------|------|-------------|--------------|-------|-------|------|
| 20 | Sun 10a Meet The PressS | 01 | 5000 | 30 Comme | Nbr of Spots | 1 | 1 | 5000 |
| 21 | M-F 1135p ET / 1035p CT Tonight Show ...T... | 03 | 800 | 30 Comme | Nbr of Spots | 1 | 1 | 800 |
| 22 | M-F 2p Rachael Ray ...T... | 02 | 400 | 30 Comme | Nbr of Spots | 1 | 1 | 400 |
| 23 | M-F 3p Doctors ...T... | 03 | 550 | 30 Comme | Nbr of Spots | 1 | 1 | 550 |
| 24 | M-F 4p Dr Oz ...T... | 02 | 800 | 30 Comme | Nbr of Spots | 1 | 1 | 800 |
| 25 | M-F 530a News ...T... | 02 | 450 | 30 Comme | Nbr of Spots | 1 | 1 | 450 |
| 26 | M-F 6a News ...T... | 02 | 1250 | 30 Comme | Nbr of Spots | 1 | 1 | 1250 |
| 27 | M-F 7p News ...T... | 02 | 1500 | 30 Comme | Nbr of Spots | 1 | 1 | 1500 |
| 28 | M-F 7a Today Show ...T... | 02 | 1400 | 30 Comme | Nbr of Spots | 1 | 1 | 1400 |
| 29 | M-F 730p Entertainment Tonight ...T... | 02 | 1500 | 30 Comme | Nbr of Spots | 1 | 1 | 1500 |
| 30 | M-F 9a Today Show II ...T... | 01 | 1050 | 30 Comme | Nbr of Spots | 1 | 1 | 1050 |
| Weekly Totals: Total Spots(Ord Spots) | | | | | 47 | 7 | 54 | |

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 808 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

| | | |
|---|--|---|
| Client: American Crossroads/ Issue | Submission Cost: 70550 | Campaign Ref: E:063734230 |
| Buyer: .. | Client/Product/Estimate: 11 / 27 / 1209 | Sales Rep: HRP Washington, DC |
| Schedule Dates: 10/15/12 to 10/28/12 | Weeks: 2 | Order Ref: 06373423 |
| Est./PO Number: 06373423 | Contract type: Political | Business Type: POLITICAL |
| Associated Copies: No | | Business Category: Transactional |

| Ref | Sales Product Details | Rev Type | Rate | Spot Type | 10/15 | 10/22 | Total | Cost |
|--|---|----------|------|-------------|--------------|-------|-------|------|
| 31 | Thru 9-10p ET / 8-9p CT Office / Parks & Recreation ...T.... | 01 | 7500 | 30 Comme | Nbr of Spots | 1 | 1 | 7500 |
| 32 | M-F 1135p ET / 1035p CT Tonight Show .T..... | 03 | 800 | 30 Comme | Nbr of Spots | 1 | 1 | 800 |
| 33 | M-F 2p Rachael Ray .T..... | 02 | 400 | 30 Comme | Nbr of Spots | 1 | 1 | 400 |
| 34 | M-F 3p Doctors .T..... | 03 | 550 | 30 Comme | Nbr of Spots | 1 | 1 | 550 |
| 35 | M-F 4p Dr Oz .T..... | 02 | 800 | 30 Comme | Nbr of Spots | 1 | 1 | 800 |
| 36 | M-F 5a News .T..... | 01 | 300 | 30 Comme | Nbr of Spots | 1 | 1 | 300 |
| 37 | M-F 530a News .T..... | 02 | 450 | 30 Comme | Nbr of Spots | 1 | 1 | 450 |
| 38 | M-F 6a News .T..... | 02 | 1250 | 30 Comme | Nbr of Spots | 1 | 1 | 1250 |
| 39 | M-F 7p News .T..... | 02 | 1500 | 30 Comme | Nbr of Spots | 1 | 1 | 1500 |
| 40 | M-F 7a Today Show .T..... | 02 | 1400 | 30 Comme | Nbr of Spots | 1 | 1 | 1400 |
| Weekly Totals: Total Spots(Ord Spots) | | | | | 47 | 7 | 54 | |

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 808 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

| | | |
|---|--|---|
| Client: American Crossroads/ Issue | Submission Cost: 70550 | Campaign Ref: E:063734230 |
| Buyer: .. | Client/Product/Estimate: 11 / 27 / 1209 | Sales Rep: HRP Washington, DC |
| Schedule Dates: 10/15/12 to 10/28/12 | Weeks: 2 | Order Ref: 06373423 |
| Est./PO Number: 06373423 | Contract type: Political | Business Type: POLITICAL |
| Associated Copies: No | | Business Category: Transactional |

| Ref | Sales Product Details | Rev Type | Rate | Spot Type | 10/15 | 10/22 | Total | Cost |
|-----------------------|---|----------|------|-------------|-------------------------------|-------|-------|------|
| 41 | M-F 730p Entertainment Tonight T..... | 02 | 1500 | 30 Comme | Nbr of Spots | 1 | 1 | 1500 |
| 42 | M-F 9a Today Show II T..... | 01 | 1050 | 30 Comme | Nbr of Spots | 1 | 1 | 1050 |
| 43 | Wed 10p ET / 9p CT Chicago Fire ..W.... | 04 | 3500 | 30 Comme | Nbr of Spots | 1 | 1 | 3500 |
| 44 | M-F 1135p ET / 1035p CT Tonight Show ..W.... | 03 | 800 | 30 Comme | Nbr of Spots | 1 | 1 | 800 |
| 45 | M-F 2p Rachael Ray ..W.... | 02 | 400 | 30 Comme | Nbr of Spots | 1 | 1 | 400 |
| 46 | M-F 3p Doctors ..W.... | 03 | 550 | 30 Comme | Nbr of Spots | 1 | 1 | 550 |
| 47 | M-F 4p Dr Oz ..W.... | 02 | 800 | 30 Comme | Nbr of Spots | 1 | 1 | 800 |
| 48 | M-F 530a News ..W.... | 02 | 450 | 30 Comme | Nbr of Spots | 1 | 1 | 450 |
| 49 | M-F 6a News ..W.... | 02 | 1250 | 30 Comme | Nbr of Spots | 1 | 1 | 1250 |
| 50 | M-F 7p News ..W.... | 02 | 1500 | 30 Comme | Nbr of Spots | 1 | 1 | 1500 |
| 51 | M-F 7a Today Show ..W.... | 02 | 1400 | 30 Comme | Nbr of Spots | 1 | 1 | 1400 |
| Weekly Totals: | | | | | Total Spots(Ord Spots) | 47 | 7 | 64 |

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 808 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

| | | |
|---|--|---|
| Client: American Crossroads/ Issue | Submission Cost: 70550 | Campaign Ref: E:063734230 |
| Buyer: .. | Client/Product/Estimate: 11 /27 /1209 | Sales Rep: HRP Washington, DC |
| Schedule Dates: 10/15/12 to 10/28/12 | Weeks: 2 | Order Ref: 06373423 |
| Est./PO Number: 06373423 | Contract type: Political | Business Type: POLITICAL |
| Associated Copies: No | | Business Category: Transactional |

| Ref | Sales Product Details | Rev Type | Rate | Spot Type | 10/15 | 10/22 | Total | Cost |
|--|---|----------|------|-------------|--------------|-------|-------|------|
| 52 | M-F 730p Entertainment Tonight ..W.... | 02 | 1500 | 30 Comme | Nbr of Spots | 1 | 1 | 1500 |
| 53 | M-F 9a Today Show II ..W.... | 01 | 1050 | 30 Comme | Nbr of Spots | 1 | 1 | 1050 |
| 54 | M-F 630p ET / 530p CT NBC Nightly News .T..... | 01 | 5000 | 30 Comme | Nbr of Spots | 1 | 1 | 5000 |
| Weekly Totals: Total Spots(Ord Spots) | | | | | 47 | 7 | 54 | |

| | | | | | |
|---------------------|-------|--------------|--------------|--------------------------|--|
| Grand Totals | | | | Month 10 Weeks: 4 | |
| Totals | | 10/15 | 10/22 | | |
| Spots | 54 | 47 | 7 | | |
| Cost | 70550 | 62900 | 7650 | | |

| | |
|----------------------|-------------------------------|
| Grand Totals: | Spots: 54 |
| | Gross Total: 70,550.00 |
| | Commission: 10,582.50 |
| | Net Total: 59,967.50 |



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 228-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

21453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANDRIA VA 22314

REP: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV: American Crossroads/ Issue
PROD: American Crossroads

2012
INVOICE DATE 10/28/12
ORDER TYPE Political
WFLA I SS
E:063734230
WFLA
INVOICE NUMBER 0100033195
PAGE 1
BROADCAST MONTH 10/01/2012 - 10/28/12
SCHEDULE DATES 10/15/12-10/28/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 11 /27 /1209
Desc: Campaign Option Number 1, Booking1

| SCHEDULE | | | | ACTUAL BROADCAST | | | | RECONCILIATION | |
|--------------------------------|-------|--------|-----|------------------|-----|--------|------------------------------------|----------------|----------------------|
| DESCRIPTION | PRICE | RT/SS# | PER | DATE | DAY | TIME | LENGTH M/G FOR PRODUCT DESCRIPTION | PRICE | REMARKS DEBIT/CREDIT |
| M-F 1135p ET / 1035p CT Tonigh | | | | | | *WFLA | | | |
| 800.00 | 1 | 1 | | 10/19 | FR | 12:31A | 30 USPRTV21ACH | 800.00 | |
| M-F 2p Rachael Ray | | | | | | *WFLA | | | |
| 400.00 | 2 | 1 | | 10/19 | FR | 02:18P | 30 USPRTV21ACH | 400.00 | |
| M-F 3p Doctors | | | | | | *WFLA | | | |
| 550.00 | 3 | 1 | | 10/19 | FR | 03:53P | 30 USPRTV21ACH | 550.00 | |
| M-F 4p Dr Oz | | | | | | *WFLA | | | |
| 800.00 | 4 | 1 | | 10/19 | FR | 04:37P | 30 USPRTV21ACH | 800.00 | |
| M-F 5a News | | | | | | *WFLA | | | |
| 300.00 | 5 | 1 | | 10/19 | FR | 05:21A | 30 USPRTV21ACH | 300.00 | |
| M-F 530a News | | | | | | *WFLA | | | |
| 450.00 | 6 | 1 | | 10/19 | FR | 05:58A | 30 USPRTV21ACH | 450.00 | |
| M-F 6a News | | | | | | *WFLA | | | |
| 1250.00 | 7 | 1 | | 10/19 | FR | 06:24A | 30 USPRTV21ACH | 1250.00 | |
| M-F 7p News | | | | | | *WFLA | | | |
| 1500.00 | 8 | 1 | | 10/19 | FR | 07:15P | 30 USPRTV21ACH | 1500.00 | |
| M-F 7a Today Show | | | | | | *WFLA | | | |
| 1400.00 | 9 | 1 | | 10/19 | FR | 08:26A | 30 USPRTV21ACH | 1400.00 | |
| M-F 730p Entertainment Tonight | | | | | | *WFLA | | | |
| 1500.00 | 10 | 1 | | 10/19 | FR | 07:47P | 30 USPRTV21ACH | 1500.00 | |
| M-F 9a Today Show II | | | | | | *WFLA | | | |
| 1050.00 | 11 | 1 | | 10/19 | FR | 09:59A | 30 USPRTV21ACH | 1050.00 | |
| M-F 1135p ET / 1035p CT Tonigh | | | | | | *WFLA | | | |
| 1000.00 | 12 | 1 | | 10/22 | MO | 12:29A | 30 USPRTV21ACH | 1000.00 | |
| M-F 2p Rachael Ray | | | | | | *WFLA | | | |
| 400.00 | 13 | 1 | | 10/22 | MO | 02:41P | 30 USPRTV21ACH | 400.00 | |
| M-F 4p Dr Oz | | | | | | *WFLA | | | |
| 1000.00 | 14 | 1 | | 10/22 | MO | 04:27P | 30 USPRTV21ACH | 1000.00 | |

*** Continued ***

| | | | | | |
|-------------|-----------|----------------------|-----------|-------------------|-------------|
| PERIOD COST | 70,550.00 | 54 Total Units | | | |
| | | ACTUAL GROSS BILLING | 70,550.00 | SUB-TOTALS | Debits .00 |
| | | AGENCY COMMISSION | 10,582.50 | | Credits .00 |
| | | NET DUE | 59,967.50 | TOTAL RECONCILING | .00 |

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

WFLA-TV
P.O. Box 1410
Tampa, FL 33601



ADVERTISER American Crossroads/ Issue
PRODUCT American Crossroads

INVOICE NUMBER 0100033195
BROADCAST MONTH 10/01/2012 - 10/28/12
AMOUNT DUE 59,967.50

REMIT TO:

*00170

000021453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANDRIA VA 22314

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425



400900020 00000000021453 00000100033195 005996750 2



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 288-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

21453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANDRIA VA 22314

REP.: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV.: American Crossroads/ Issue
PROD: American Crossroads

2012
INVOICE DATE 10/28/12
ORDER TYPE Political
WFLA I SS
E:063734230
WFLA
INVOICE NUMBER 0100033195
PAGE 2
BROADCAST MONTH 10/01/2012 - 10/2
SCHEDULE DATES 10/15/12-10/28/12
Standard Broadcast Month

REF#: 11 /27 /1209
Desc: Campaign Option Number 1, Booking1

TERMS: NET 30 DAYS.

| SCHEDULE | | | ACTUAL BROADCAST | | | | RECONCILIATION | |
|--------------------------------|---------|------------|------------------|-----|--------|------------------------------------|----------------|----------------------|
| DESCRIPTION | PRICE | RT/SS# PER | DATE | DAY | TIME | LENGTH M/G FOR PRODUCT DESCRIPTION | PRICE | REMARKS DEBIT/CREDIT |
| M-F 530a News | 200.00 | 15 1 | 10/22 | MO | 05:57A | 30 USPRTV21ACH | 200.00 | |
| M-F 7p News | 2000.00 | 16 1 | 10/22 | MO | 07:15P | 30 USPRTV21ACH | 2000.00 | |
| M-F 730p Entertainment Tonight | 2000.00 | 17 1 | 10/22 | MO | 07:39P | 30 USPRTV21ACH | 2000.00 | |
| M-F 9a Today Show II | 1050.00 | 18 1 | 10/22 | MO | 09:59A | 30 USPRTV21ACH | 1050.00 | |
| M-Su 11p News | 2500.00 | 19 1 | 10/20 | SA | 11:14P | 30 USPRTV21ACH | 2500.00 | |
| Sun 10a Meet The Press | 5000.00 | 20 1 | 10/21 | SU | 10:59A | 30 USPRTV21ACH | 5000.00 | |
| M-F 1135p ET / 1035p CT Tonigh | 800.00 | 21 1 | 10/18 | TH | 12:31A | 30 USPRTV21ACH | 800.00 | |
| M-F 2p Rachael Ray | 400.00 | 22 1 | 10/18 | TH | 02:32P | 30 USPRTV21ACH | 400.00 | |
| M-F 3p Doctors | 550.00 | 23 1 | 10/18 | TH | 03:59P | 30 USPRTV21ACH | 550.00 | |
| M-F 4p Dr Oz | 800.00 | 24 1 | 10/18 | TH | 04:55P | 30 USPRTV21ACH | 800.00 | |
| M-F 530a News | 450.00 | 25 1 | 10/18 | TH | 05:53A | 30 USPRTV21ACH | 450.00 | |
| M-F 6a News | 1250.00 | 26 1 | 10/18 | TH | 06:53A | 30 USPRTV21ACH | 1250.00 | |
| M-F 7p News | 1500.00 | 27 1 | 10/18 | TH | 07:10P | 30 USPRTV21ACH | 1500.00 | |
| M-F 7a Today Show | 1400.00 | 28 1 | 10/18 | TH | 07:58A | 30 USPRTV21ACH | 1400.00 | |
| M-F 730p Entertainment Tonight | 1500.00 | 29 1 | 10/18 | TH | 07:38P | 30 USPRTV21ACH | 1500.00 | |
| M-F 9a Today Show II | 1050.00 | 30 1 | 10/18 | TH | 09:57A | 30 USPRTV21ACH | 1050.00 | |
| Thu 9-10p ET / 8-9p CT Office | 7500.00 | 31 1 | 10/18 | TH | 09:21P | 30 USPRTV21ACH | 7500.00 | |
| M-F 1135p ET / 1035p CT Tonigh | 800.00 | 32 1 | 10/16 | TU | 12:00A | 30 USPRTV21ACH | 800.00 | |
| M-F 2p Rachael Ray | 400.00 | 33 1 | 10/16 | TU | 02:21P | 30 USPRTV21ACH | 400.00 | |
| M-F 3p Doctors | 550.00 | 34 1 | 10/16 | TU | 03:29P | 30 USPRTV21ACH | 550.00 | |
| M-F 4p Dr Oz | 800.00 | 35 1 | 10/16 | TU | 04:28P | 30 USPRTV21ACH | 800.00 | |
| M-F 5a News | 300.00 | 36 1 | 10/16 | TU | 05:27A | 30 USPRTV21ACH | 300.00 | |
| M-F 530a News | 450.00 | 37 1 | 10/16 | TU | 05:41A | 30 USPRTV21ACH | 450.00 | |
| M-F 6a News | | | | | | 30 Commercial | | |

*** Continued ***

| | | | | |
|-------------|-----------|----------------------|-----------|-----|
| PERIOD COST | 70,550.00 | 54 Total Units | Debits | .00 |
| | | ACTUAL GROSS BILLING | 70,550.00 | |
| | | AGENCY COMMISSION | 10,582.50 | |
| | | NET DUE | 59,967.50 | |
| | | SUB-TOTALS | Credits | .00 |
| | | TOTAL RECONCILING | | .00 |

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 288-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

21453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANDRIA VA 22314

REP: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV: American Crossroads/ Issue
PROD: American Crossroads

2012
INVOICE DATE 10/28/12
ORDER TYPE Political
WFLA I SS
E:063734230
WFLA
INVOICE NUMBER 0100033195
PAGE 3
BROADCAST MONTH 10/01/2012 - 10/2
SCHEDULE DATES 10/15/12-10/28/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 11 /27 /1209
Desc: Campaign Option Number 1, Booking1

| SCHEDULE | | | | ACTUAL BROADCAST | | | | RECONCILIATION | |
|-----------------------------------|---------|--------|-----|------------------|-----|--------|------------------------------------|----------------|----------------------|
| DESCRIPTION | PRICE | RT/SS# | PER | DATE | DAY | TIME | LENGTH M/G FOR PRODUCT DESCRIPTION | PRICE | REMARKS DEBIT/CREDIT |
| M-F 7p News | 1250.00 | 38 | 1 | 10/16 | TU | 06:53A | 30 USPRTV21ACH | 1250.00 | |
| | | | | | | *WFLA | :30 Commercial | | |
| M-F 7a Today Show | 1500.00 | 39 | 1 | 10/16 | TU | 07:14P | 30 USPRTV21ACH | 1500.00 | |
| | | | | | | *WFLA | :30 Commercial | | |
| M-F 730p Entertainment Tonight | 1400.00 | 40 | 1 | 10/16 | TU | 08:36A | 30 USPRTV21ACH | 1400.00 | |
| | | | | | | *WFLA | :30 Commercial | | |
| M-F 9a Today Show II | 1500.00 | 41 | 1 | 10/16 | TU | 07:56P | 30 USPRTV21ACH | 1500.00 | |
| | | | | | | *WFLA | :30 Commercial | | |
| Wed 10p ET / 9p CT Chicago Fir | 1050.00 | 42 | 1 | 10/16 | TU | 09:57A | 30 USPRTV21ACH | 1050.00 | |
| | | | | | | *WFLA | :30 Commercial | | |
| M-F 1135p ET / 1035p CT Tonigh | 3500.00 | 43 | 1 | 10/17 | WE | 11:00P | 30 USPRTV21ACH | 3500.00 | |
| | | | | | | *WFLA | :30 Commercial | | |
| M-F 2p Rachael Ray | 800.00 | 44 | 1 | 10/17 | WE | 12:10A | 30 USPRTV21ACH | 800.00 | |
| | | | | | | *WFLA | :30 Commercial | | |
| M-F 3p Doctors | 400.00 | 45 | 1 | 10/17 | WE | 02:35P | 30 USPRTV21ACH | 400.00 | |
| | | | | | | *WFLA | :30 Commercial | | |
| M-F 4p Dr Oz | 550.00 | 46 | 1 | 10/17 | WE | 03:13P | 30 USPRTV21ACH | 550.00 | |
| | | | | | | *WFLA | :30 Commercial | | |
| M-F 530a News | 800.00 | 47 | 1 | 10/17 | WE | 04:11P | 30 USPRTV21ACH | 800.00 | |
| | | | | | | *WFLA | :30 Commercial | | |
| M-F 6a News | 450.00 | 48 | 1 | 10/17 | WE | 05:52A | 30 USPRTV21ACH | 450.00 | |
| | | | | | | *WFLA | :30 Commercial | | |
| M-F 7p News | 1250.00 | 49 | 1 | 10/17 | WE | 06:54A | 30 USPRTV21ACH | 1250.00 | |
| | | | | | | *WFLA | :30 Commercial | | |
| M-F 7a Today Show | 1500.00 | 50 | 1 | 10/17 | WE | 07:09P | 30 USPRTV21ACH | 1500.00 | |
| | | | | | | *WFLA | :30 Commercial | | |
| M-F 730p Entertainment Tonight | 1400.00 | 51 | 1 | 10/17 | WE | 08:48A | 30 USPRTV21ACH | 1400.00 | |
| | | | | | | *WFLA | :30 Commercial | | |
| M-F 9a Today Show II | 1500.00 | 52 | 1 | 10/17 | WE | 07:40P | 30 USPRTV21ACH | 1500.00 | |
| | | | | | | *WFLA | :30 Commercial | | |
| M-F 630p ET / 530p CT NBC Nigh | 1050.00 | 53 | 1 | 10/17 | WE | 09:57A | 30 USPRTV21ACH | 1050.00 | |
| | | | | | | *WFLA | :30 Commercial | | |
| Total Airtime Gross Spot Revenue: | 5000.00 | 54 | 1 | 10/16 | TU | 06:44P | 30 USPRTV21ACH | 5000.00 | |
| | | | | 70,550.00 | | | | | |

| | | | | | |
|-------------|-----------|----------------------|-----------|-------------------|-------------|
| PERIOD COST | 70,550.00 | 54 Total Units | | | |
| | | ACTUAL GROSS BILLING | 70,550.00 | SUB-TOTALS | Debits .00 |
| | | AGENCY COMMISSION | 10,582.50 | | Credits .00 |
| | | NET DUE | 59,967.50 | TOTAL RECONCILING | .00 |

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.